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SHORTENED STATUTORY PERIOD OF RESPONSE	NOTIFICATION DATE	DELIVERY MODE
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Please find below and/or attached an Office communication concerning this application or proceeding.

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Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
  Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on <u>22 December 2006</u>.

2a)☒ This action is **FINAL**. 2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-42* is/are pending in the application.

　4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-42* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☒ The drawing(s) filed on *22 December 2006* is/are: a)☒ accepted or b)☐ objected to by the Examiner.

　Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

　Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

　a)☐ All　b)☐ Some * c)☐ None of:

　　1.☐ Certified copies of the priority documents have been received.

　　2.☐ Certified copies of the priority documents have been received in Application No. _____.

　　3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

　* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)

2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) ☐ Information Disclosure Statement(s) (PTO/SB/08)
　Paper No(s)/Mail Date _____.

4) ☐ Interview Summary (PTO-413)
　Paper No(s)/Mail Date. _____.

5) ☐ Notice of Informal Patent Application

6) ☐ Other: _____.

DETAILED ACTION

Response to Amendment

1.   Claims 1-42 are pending for examination.

2.   Applicant has overcome the objections to the drawings, specification and claims
presented in the prior office action.

3.   Applicant's arguments filed December 22, 2006 have been considered but are
moot in view of the new ground(s) of rejection. Therefore, this action is made FINAL.

Claim Objections

4.   Claims 1, 17, 29, 31 and 38-40 are objected to because of the following
informalities: intended use statements. The use of the word "for" before a verb creates
an intended use statement that has no function. These claims should be reworded
using terms that require the element or potential functional limitation. Appropriate
correction is required.

Claim Rejections - 35 USC § 102

5.   The text of those sections of Title 35, U.S. Code not included in this action can

be found in a prior Office action.

6.   Claims 1-3, 6-13, 15-16, 29-30 and 32-33 are rejected under 35 U.S.C. § 102(e)

as being anticipated by Malpani et al., U.S. PGPub. No. 2004/0260677 (hereinafter

Malpani).

As for Claim 1, Malpani teaches:

In a database access system that provides access to a database in which items

are arranged within item categories, a method for facilitating searches for items, the

method comprising:

monitoring actions performed by a plurality of users of the database access

system over time to generate user activity data that identifies search criteria specified by

the users to search the database of items, and identifies items selected from the

database by the users (See e.g. query traffic data and advertisement traffic data –

paragraphs [0046 and 0047 and 0050] and Claims 11-15), wherein user selections of

items represent accesses to item categories in which the items fall (See e.g. [0046]);

programmatically analyzing the user activity data to identify correlations between

specific sets of search criteria and specific item categories (See e.g. classification

component – paragraphs [0030, 0032-0037]); wherein programmatically analyzing the

user activity data comprises assessing a degree to which a search query submission

event and a category access event of a common user are associated (See probability

[0046] and [0031-0035]);

generating a mapping structure that maps specific sets of search criteria to

specific item categories based at least in part on the correlations identified by

programmatically analyzing the user activity data (See e.g. category model – paragraph

[0031]); and

in response to a submission by a user of a search query that includes a set of

search criteria, accessing the mapping structure to identify at least one item category

that is related to the set of search criteria, and suggesting the at least one item category

to the user in conjunction with results of the search query (See e.g. paragraph [0030]

and Claim 1).

As for Claims 2 and 3, <u>Malpani</u> teaches the use of search strings submitted by

users as search criteria (See e.g. Figure 2 and paragraphs [0027-0029] and paragraph

[0010]).

As for Claim 6, <u>Malpani</u> teaches:

The method of claim 1, wherein programmatically analyzing the user activity data

comprises generating, for a given set of search criteria and a given item category, a

score that reflects a frequency with which users who submitted the given set of search

criteria also selected an item falling within the given item category (See e.g. paragraphs

0042] and [0046-0047]).

As for Claim 7, <u>Malpani</u> teaches:

The method of claim 1, wherein programmatically analyzing the user activity data comprises identifying, for a given set of search criteria, which of a plurality of item categories were accessed the most frequently by users who submitted the given set of search criteria, wherein user selection of an item is treated as an access to a corresponding item category (See e.g. paragraphs [0046-0047]).

As for Claim 8, <u>Malpani</u> teaches:

The method of claim 1, wherein programmatically analyzing the user activity data comprises taking into consideration a plurality of different types of item selection actions that are reflected in the user activity data (See e.g. paragraphs [0021 and 0038]).

As for Claim 9, <u>Malpani</u> teaches:

The method of claim 8, wherein programmatically analyzing the user activity data further comprises according different weights to different types of item selection actions (See e.g. paragraph [0043 and 0046-0047]).

As for Claim 10, <u>Malpani</u> teaches:

The method of claim 1, wherein the item categories include categories of a hierarchical browse structure that is accessible to the users (See e.g. paragraphs [0046-0047] and [0027]).

As for Claim 11, <u>Malpani</u> teaches:

The method of claim 10, wherein the correlations take into consideration item selection actions performed by users during browsing of the hierarchical browse structure (See e.g. paragraphs [0046-0047]).

As for Claim 12, <u>Malpani</u> teaches:

The method of claim 10, wherein the correlations take into consideration browse category selection actions performed by users during browsing of the hierarchical browse structure (See e.g. paragraphs [0046-0047]).

As for Claim 13, <u>Malpani</u> teaches:

The method of claim 1, wherein programmatically analyzing the user activity data comprises identifying, for a given search query submission event within an event history of a user, a subset of item selection events within the event history that are sufficiently proximate to the search query submission event to be treated as related to the search query submission event (See e.g. paragraphs [0046-0047]).

As for Claim 15, <u>Malpani</u> teaches:

The method of claim 1, wherein suggesting the at least one item category to the user comprises displaying, on a search results page, a link to page that corresponds to the item category (See e.g. paragraphs [0049] and [0027]).

As for Claim 16, <u>Malpani</u> teaches:

The method of claim 1, wherein at least some of the categories represented within the mapping structure are represented in terms of item attributes used to categorize items (See e.g. Figure 2 and paragraph [0029]).

As for Claim 29, <u>Malpani</u> teaches:

A method of processing query submissions, comprising:

receiving a user submission of a set of search criteria for searching a database of items (See e.g. paragraphs [0010] and [0027-0029]);

identifying a set of items within the database that are responsive to the set of search criteria (See e.g. paragraphs [0010-0012] and [0027-0029]);

accessing a mapping structure to look up an item category that, based on an automated analysis of user event histories, has been accessed relatively frequently by users who have previously submitted the set of search criteria (See e.g. paragraphs [0027-0032] and [0045-0047]); and

responding to the user submission by generating and returning a search results page that lists the responsive items, (See e.g. paragraphs [0010] and [0027-0029]) said search results including a selectable category link for accessing a category page associated with said item category looked up from the mapping structure (See e.g. paragraph [0005] and Figure 2); and

subsequently, generating a data value that represents a degree of association between the set of search criteria and the item category, said data value reflecting whether the user selected said category link on the search results page (See e.g. paragraphs [0046] and [0031-0035]).

As for Claims 30, 32 and 33, <u>Malpani</u> teaches the use of search strings submitted by users as search criteria (See e.g. Figure 2 and paragraphs [0027-0029] and paragraph [0010]).

As for Claim 42, <u>Malpani</u> teaches using the set of search criteria to look up a plurality of item categories from the mapping structure, and including a respective category link on the search results page from each of the plurality of item categories (See e.g. paragraph [0005] and Figure 2).

Claim Rejections - 35 USC § 103

7.   The text of those sections of Title 35, U.S. Code not included in this action can be found in a prior Office action.

8.   Claims 4, 5, 14, 17-28, 31, 36 and 38-39 are rejected under 35 U.S.C. § 103(a) as being unpatentable over <u>Malpani</u> as applied to Claims 1, 3, 29 and 30 above, in view of <u>Hosken</u>, U.S. Patent No. 6,438,579 (hereinafter <u>Hosken</u>).

As for Claim 4, Malpani teaches the method of Claims 1 and 3 as described above. Malpani does not specifically teach field identifiers as search criteria. However, Hosken teaches wherein the sets of search criteria further include field identifiers selected by the users to perform field-restricted searches (See e.g. Col. 5, lines 30-42 and col. 12, lines 9-21 and Table IV).

Malpani and Hosken are from the analogous art of making recommendations to users during searching. It would have been obvious to one of ordinary skill in the art to combine Malpani and Hosken.

The motivation to combine Malpani and Hosken comes from the common goal of efficiently and accurately making item and category recommendations to users in response to search queries. Both relate search terms to other categories and items in which the user might have an interest. Neither want these systems to rely on manually linked content or lack the ability to change over time (See e.g. Malpani paragraph [0004-0007] and Hosken col. 1, line 40- col. 2, line 21). Malpani generally describes text search queries. However, Hosken expands the functionality of Malpani by allowing users to search within a subgroup or collection or a field.

As for Claim 5, Malpani teaches the method of Claims 1 and 3 as described above. Malpani does not specifically teach collections as search criteria. However, Hosken teaches wherein the sets of search criteria further include item collection

identifiers selected by the users to limit searches to specific collections of items (See

e.g. Col. 5, lines 30-42 and col. 12, lines 9-21 and Table IV).

Malpani and Hosken are from the analogous art of making recommendations to

users during searching. It would have been obvious to one of ordinary skill in the art to

combine Malpani and Hosken.

The motivation to combine Malpani and Hosken comes from the common goal of

efficiently and accurately making item and category recommendations to users in

response to search queries. Both relate search terms to other categories and items in

which the user might have an interest. Neither want these systems to rely on manually

linked content or lack the ability to change over time (See e.g. Malpani paragraph

[0004-0007] and Hosken col. 1, line 40- col. 2, line 21). Malpani generally describes

text search queries. However, Hosken expands the functionality of Malpani by allowing

users to search within a subgroup or collection or a field.

As for Claim 14, Malpani teaches the method of Claim 1 as described above.

Malpani does not specifically teach using time segments. However, Hosken teaches

wherein programmatically analyzing the user activity data comprises dividing the user

activity data into a plurality of segments that correspond to specific time intervals,

analyzing the segments separately from one another to generate multiple correlation

result sets, and combining the multiple correlation result sets (See e.g. col. 11, lines 40-

65).

Malpani and Hosken are from the analogous art of making recommendations to users during searching. It would have been obvious to one of ordinary skill in the art to combine Malpani and Hosken.

The motivation to combine Malpani and Hosken comes from the common goal of efficiently and accurately making item and category recommendations to users in response to search queries. Both relate search terms to other categories and items in which the user might have an interest. Neither want these systems to rely on manually linked content or lack the ability to change over time (See e.g. Malpani paragraph [0004-0007] and Hosken col. 1, line 40- col. 2, line 21). Malpani acknowledges allowing correlations to change over time based on data collected. However, Hosken expands on the functionality of Malpani by using time intervals to impact the recommendations made to users.

As for Claim 17, Malpani teaches:

A system for detecting associations between sets of search criteria and categories of items, the system comprising:

a server system that provides browsable and searchable access to an electronic catalog of items (See e.g. Malpani - Figure 1 and its description);

a monitoring component that monitors and records search query submissions and selection actions of users of the electronic catalog to generate user activity data (See e.g. Malpani - training mode - paragraphs [0030, 0032] and traffic data - paragraphs [0046-0047]); and

an analysis component that collectively analyzes the user activity data

associated with a plurality of users to identify associations between specific sets of

search criteria and specific item categories (See e.g. Malpani - Classification

component – paragraphs [0030, 0032-0037]).

Malpani does not teach considering browsing time when identifying associations.

However, Hosken teaches wherein the analysis component takes into consideration, for

purposes of identifying said associations, amounts of time spent by users between

particular search query submissions and particular selection actions (See e.g. Hosken –

Table III – Browse Time).

Malpani and Hosken are from the analogous art of making recommendations to

users during searching. It would have been obvious to one of ordinary skill in the art to

combine Malpani and Hosken.

The motivation to combine Malpani and Hosken comes from the common goal of

efficiently and accurately making item and category recommendations to users in

response to search queries. Both relate search terms to other categories and items in

which the user might have an interest. Hosken enhances the functionality of Hosken by

also considering more detail when determining relationships between queries and

selections, which improves the accuracy of the results presented to the user.

As for Claims 18 and 19, Malpani also teaches the use of search strings

submitted by users as search criteria (See e.g. Malpani - Figure 2 and paragraphs

[0027-0029] and paragraph [0010]).

As for Claim 20, <u>Malpani</u> also teaches:

The system of claim 17, wherein the analysis component generates, for a given set of search criteria and a given item category, a score that reflects a frequency with which users who submitted the given set of search criteria also selected an item falling within the given item category (See e.g. <u>Malpani</u> - paragraphs 0042] and [0046-0047]).

As for Claim 21, <u>Malpani</u> also teaches:

The system of claim 17, wherein the analysis component identifies, for a given set of search criteria, which of a plurality of item categories were accessed the most frequently by users who submitted the given set of search criteria, wherein user selection of an item is treated as an access to a corresponding item category (See e.g. <u>Malpani</u> - paragraphs [0046-0047]).

As for Claim 22, <u>Malpani</u> also teaches:

The system of claim 17, wherein the analysis component takes into consideration a plurality of different types of item selection actions that are reflected in the user activity data (See e.g. <u>Malpani</u> - paragraphs [0021 and 0038]).

As for Claim 23, <u>Malpani</u> also teaches:

The system of claim 17, wherein the item categories include browse categories of a hierarchical browse structure of the electronic catalog (See e.g. <u>Malpani</u> - paragraphs [0046-0047] and [0027]).

As for Claim 24, <u>Malpani</u> also teaches:

The system of claim 23, wherein the associations identified by the analysis component reflect item selection actions performed by users during browsing of the hierarchical browse structure (See e.g. <u>Malpani</u> - paragraphs [0046-0047]).

As for Claim 25, <u>Malpani</u> also teaches:

The system of claim 23, wherein the associations identified by the analysis component reflect browse category selection actions performed by users during browsing of a hierarchical browse structure of the electronic catalog (See e.g. <u>Malpani</u> - paragraphs [0046-0047]).

As for Claim 26, <u>Malpani</u> also teaches:

The system of claim 17, wherein the analysis component identifies, for a given search query submission event within an event-history of a user, a subset of item selection events within the event history that are sufficiently proximate to the search query submission event to be treated as related to the search query submission event (See e.g. <u>Malpani</u> - paragraphs [0046-0047]).

As for Claims 27, <u>Malpani</u> teaches the method of Claim 17 as described above. <u>Malpani</u> does not specifically teach using time segments. However, <u>Hosken</u> teaches wherein the analysis component divides the user activity data into a plurality of segments that correspond to specific time intervals, analyzes the segments separately from one another to generate multiple correlation result sets, and combines the multiple correlation result sets (See e.g. <u>Hosken</u> - col. 11, lines 40-65).

<u>Malpani</u> and <u>Hosken</u> are from the analogous art of making recommendations to users during searching. It would have been obvious to one of ordinary skill in the art to combine <u>Malpani</u> and <u>Hosken</u>.

The motivation to combine <u>Malpani</u> and <u>Hosken</u> comes from the common goal of efficiently and accurately making item and category recommendations to users in response to search queries. Both relate search terms to other categories and items in which the user might have an interest. Neither want these systems to rely on manually linked content or lack the ability to change over time (See e.g. <u>Malpani</u> paragraph [0004-0007] and <u>Hosken</u> col. 1, line 40- col. 2, line 21). <u>Malpani</u> acknowledges allowing correlations to change over time based on data collected. However, <u>Hosken</u> expands on the functionality of <u>Malpani</u> by using time intervals to impact the recommendations made to users.

As for Claim 28, <u>Malpani</u> also teaches:

The system of claim 17, wherein the server system uses the associations

identified by the analysis component to select item categories to display on search

results pages (See e.g. <u>Malpani</u> - paragraphs [0049] and [0027]).

As for Claim 31, <u>Malpani</u> teaches the method of Claim 30 as described above.

<u>Malpani</u> does not specifically teach using search fields or collection to limit search.

However, <u>Hosken</u> teaches wherein the set if search criteria additionally comprises at

least one of the following: (a) an identification of a search field for performing a field-

restricted search; (b) an identification of a collection of items to be searched (See e.g.

Col. 5, lines 30-42 and col. 12, lines 9-21 and Table IV).

<u>Malpani</u> and <u>Hosken</u> are from the analogous art of making recommendations to

users during searching. It would have been obvious to one of ordinary skill in the art to

combine <u>Malpani</u> and <u>Hosken</u>.

The motivation to combine <u>Malpani</u> and <u>Hosken</u> comes from the common goal of

efficiently and accurately making item and category recommendations·to users in

response to search queries. Both relate search terms to other categories and items in

which the user might have an interest. Neither want these systems to rely on manually

linked content or lack the ability to change over time (See e.g. <u>Malpani</u> paragraph

[0004-0007] and <u>Hosken</u> col. 1, line 40- col. 2, line 21). <u>Malpani</u> generally describes

text search queries. However, <u>Hosken</u> expands the functionality of <u>Malpani</u> by allowing

users to search within a subgroup or collection or a field.

As for Claim 36, <u>Malpani</u> teaches the method of Claim 1. <u>Malpani</u> does not

consider the browsing time. However, <u>Hosken</u> teaches wherein assessing the degree

to which the search query submission event and the category access event are

associated comprises taking into consideration the amount of time between the search

query submission event and the category access event (See e.g. <u>Hosken</u> – Table III

Browse Time).

<u>Malpani</u> and <u>Hosken</u> are from the analogous art of making recommendations to

users during searching. It would have been obvious to one of ordinary skill in the art to

combine <u>Malpani</u> and <u>Hosken</u>.

The motivation to combine <u>Malpani</u> and <u>Hosken</u> comes from the common goal of

efficiently and accurately making item and category recommendations to users in

response to search queries. Both relate search terms to other categories and items in

which the user might have an interest. <u>Hosken</u> enhances the functionality of <u>Hosken</u> by

also considering more detail when determining relationships between queries and

selections, which improves the accuracy of the results presented to the user.

As for Claim 38, <u>Malpani</u> teaches the method of Claim 1. <u>Malpani</u> does not

expressly spell out type of selections. However, <u>Hosken</u> teaches wherein the category

access event is one of the following types of events: selection of an item for viewing, a

selection of an item to download, an addition of an item to a shopping cart, a purchase

of an item, a submission of a review or rating of an item (See e.g. Hosken – Table 3 –

pre-screening, purchase actions and adding to list).

Malpani and Hosken are from the analogous art of making recommendations to

users during searching. It would have been obvious to one of ordinary skill in the art to

combine Malpani and Hosken.

The motivation to combine Malpani and Hosken comes from the common goal of

efficiently and accurately making item and category recommendations to users in

response to search queries. Both relate search terms to other categories and items in

which the user might have an interest. Hosken enhances the functionality of Hosken by

also considering more detail when determining relationships between queries and

selections, which improves the accuracy of the results presented to the user.

As for Claim 39, Malpani as modified teaches the method of Claim 17. Hosken

also teaches wherein the selection actions comprise at least one of the following types

of actions: a selection of an item for viewing, a selection of an item to download, an

addition of an item to a shopping cart, a purchase of an item, a submission of a review

or rating of an item (See e.g. Hosken – Table 3 – pre-screening, purchase actions and

adding to list).

Malpani and Hosken are from the analogous art of making recommendations to

users during searching. It would have been obvious to one of ordinary skill in the art to

combine Malpani and Hosken.

The motivation to combine <u>Malpani</u> and <u>Hosken</u> comes from the common goal of efficiently and accurately making item and category recommendations to users in response to search queries. Both relate search terms to other categories and items in which the user might have an interest. <u>Hosken</u> enhances the functionality of <u>Hosken</u> by also considering more detail when determining relationships between queries and selections, which improves the accuracy of the results presented to the user.

9.   Claims 34-35 and 37 are rejected under 35 U.S.C. § 103(a) as being unpatentable over <u>Malpani</u> as applied to Claim 1 above, in view of <u>Curtis et al.</u>, U.S. Patent No. 7,152,061 (hereinafter <u>Curtis</u>).

As for Claim 34, <u>Malpani</u> teaches the method of Claim 1. <u>Malpani</u> does not consider the number of clicks. However <u>Curtis</u> teaches wherein assessing the degree to which the search query submission event and the category access event are associated comprises taking into consideration a number of clicks performed by the user between the search query submission event and the category access event (See e.g. <u>Curtis</u> – Table 1 and col. 7, lines 55-65 and col. 9, lines 45-58 – picks).

<u>Malpani</u> and <u>Curtis</u> are from the analogous art improving search results by finding relationships. It would have been obvious to one of ordinary skill in the art to combine <u>Malpani</u> and <u>Curtis</u>.

The motivation to combine <u>Malpani</u> and <u>Curtis</u> comes from the common goal of efficiently and accurately making item and category recommendations to users in

response to search queries. Both want to provide users with search results that actually answer the query as the user intended. Both interpret user actions in order to find the relationship that exists between searches and selections. Curtis expands the functionality of Malpani by providing a more detailed means of finding relationships that both are seeking.

As for Claim 35, Malpani teaches the method of Claim 1 and as modified teaches Claim 34. Malpani does not teach a threshold number of clicks. However, Curtis also teaches wherein taking into consideration a number of clicks performed further comprises comparing the number of clicks to a threshold, said threshold being greater than one click (See e.g. Curtis – col. 9, lines 5-11).

As for Claim 37, Malpani teaches the method of Claim 1. Malpani does not consider intervening queries. However Curtis teaches wherein assessing the degree to which the search query submission event and the category access event are associated comprises taking into consideration whether the user submitted an intervening search query between said search query submission event and said category access event (See e.g. Curtis – col. 8, lines 50-67 and col. 9, lines 45-65).

Malpani and Curtis are from the analogous art improving search results by finding relationships. It would have been obvious to one of ordinary skill in the art to combine Malpani and Curtis.

The motivation to combine <u>Malpani</u> and <u>Curtis</u> comes from the common goal of efficiently and accurately making item and category recommendations to users in response to search queries. Both want to provide users with search results that actually answer the query as the user intended. Both interpret user actions in order to find the relationship that exists between searches and selections. <u>Curtis</u> expands the functionality of <u>Malpani</u> by providing a more detailed means of finding relationships that both are seeking.

10.   Claims 40-41 are rejected under 35 U.S.C. § 103(a) as being unpatentable over <u>Malpani</u> in view of <u>Hosken</u>, and in further view of <u>Curtis</u> et al., U.S. Patent No. 7,152,061 (hereinafter <u>Curtis</u>).

As for Claim 40, <u>Malpani</u> as modified teaches the method of Claim 17. <u>Malpani</u> does not teach a threshold number of clicks. However <u>Curtis</u> teaches wherein the analysis component further takes into consideration, for purposes of identifying said associations, numbers of clicks that occurred between particular search query submissions and particular selection actions (See e.g. <u>Curtis</u> – Table 1 and col. 7, lines 55-65 and col. 9, lines 45-58 - picks).

The motivation to combine <u>Hosken</u> and <u>Malpani</u> is stated above in Claim 17.

<u>Malpani</u> and <u>Curtis</u> are from the analogous art improving search results by finding relationships. It would have been obvious to one of ordinary skill in the art to combine <u>Malpani</u> and <u>Curtis</u>.

The motivation to combine Malpani and Curtis comes from the common goal of efficiently and accurately making item and category recommendations to users in response to search queries. Both want to provide users with search results that actually answer the query as the user intended. Both interpret user actions in order to find the relationship that exists between searches and selections. Curtis expands the functionality of Malpani by providing a more detailed means of finding relationships that both are seeking.

As for Claim 41, Malpani as modified teaches the method of Claim 17. Malpani does not consider intervening queries. However Curtis teaches wherein the analysis component assesses whether a user's selection action is related to a prior search query submission by the user based, at least in part, on whether the user submitted an intervening search query between said search query submission and said selection action (See e.g. Curtis – col. 8, lines 50-67 and col. 9, lines 45-65).

The motivation to combine Hosken and Malpani is stated above in Claim 17.

Malpani and Curtis are from the analogous art improving search results by finding relationships. It would have been obvious to one of ordinary skill in the art to combine Malpani and Curtis.

The motivation to combine Malpani and Curtis comes from the common goal of efficiently and accurately making item and category recommendations to users in response to search queries. Both want to provide users with search results that actually answer the query as the user intended. Both interpret user actions in order to find the

relationship that exists between searches and selections. <u>Curtis</u> expands the functionality of <u>Malpani</u> by providing a more detailed means of finding relationships that both are seeking.

Response to Arguments

11.   Applicant's arguments with respect to claims 1-42 have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

12.   Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).
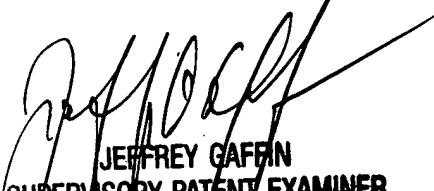
A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Christyann Pulliam whose telephone number is 571-270-1007. The examiner can normally be reached on M-Th 8:30am-6pm, every other Fri 8:30am-5pm EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey Gaffin can be reached on 571-272-4146. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

CRFP

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